

CITY OF HAYWARD AGENDA REPORT

AGENDA DATE

12/05/06

AGENDA ITEM

WORK SESSION ITEM

W5#2

TO:

Mayor and City Council

FROM:

Director of Community and Economic Development

SUBJECT:

Establishment of a Day Worker Program

RECOMMENDATION:

It is recommended that the City Council review and comment on this report.

DISCUSSION:

During the FY 2006-07 Social Services funding process, City Council agreed to set aside \$10,000 of the \$400,000 allocated to support social services in order to develop a comprehensive strategy to addresses the concerns raised by local business owners and neighborhood residents in Hayward regarding day laborers. The outcome was the development of a Request for Proposals (RFP) for the operation of a Day Worker Center designed to provide primarily Spanish Speaking low-income Hayward residents who seek work on a daily basis a safe alternative to congregating on the streets (Exhibit A). The creation of this Center is also intended to provide an incentive and a reasonable option for day laborers to avoid congregating in the streets. This should alleviate concerns raised by local residents and businesses affected by day laborers seeking employment on Tennyson Road in South Hayward. If approved, the Center will be located at the Eden Youth and Family Center.

The RFP was released on September 12, 2006. On October 16, 2005 four proposals were submitted from the four organizations listed below. All applicants met the City's minimum qualifications, including: A) proof of nonprofit status; B) demonstrated willingness and ability to satisfy all the provisions of the City of Hayward's Social Services Agreement; C) demonstrated ability to meet the City's Local Advisory Committee requirements; and D) ability to deliver services no later than 60 days post contract award.

The initial cost of each of the proposals submitted varied widely. This range reflected the various support services each applicant offered in addition to the job matching services typically offered by a hiring hall program. In order to better compare the proposals on a more equitable basis, the applicants were asked to complete a Supplemental Questionnaire designed to narrow the focus of the proposals to the same scope of work. The final bid amounts submitted by the applicants are reflected below:

<u>Applicant</u>	Proposed Cost	
• Instituto Laboral de la Raza	\$ 50,000	
South Hayward Parish	85,912	
Multicultural Institute	122,263	
• Volunteers of America Bay Area	140,822	

Staff conducted an early morning site visit at the San Francisco and Oakland offices of the lowest bidder, Instituto Laboral de la Raza, to review their hiring hall services. The San Francisco site was closed at the time of the visit, and the office appeared to offer legal services rather than a hiring hall program. The Oakland office had been vacant for a matter of months according to a building official at that site. A follow-up telephone interview with the agency's Executive Director revealed that the Oakland site had been closed due to the lack of funding, but that they planned to re-open in early December. I was also confirmed that the service offered out of that site was not a hiring hall program. The Director indicated that Hayward project, if funded, would be the agency's first time operating a hiring hall service. Additionally, the proposal that was submitted did not include written agreements from any of the partners described in the proposal, causing staff to further question the applicant's capacity to do the required work.

The Human Services Commission was also asked to develop a recommendation to City Council on this matter. On Friday, November 17, 2006 a Special Human Services Commission Meeting was conducted. All the applicants were invited to make a brief presentation outlining their respective proposals. After considering the information presented, and based on each Commission member's review of the proposals and Supplemental Questionnaire responses, the Commission determined that the South Hayward Parish should be awarded the Day Worker Center services contract.

While the South Hayward Parish was the second lowest bidder, it was ranked highest by the Commission based on 1) the applicant's ability to demonstrate that it had the most recent and extensive knowledge of the needs of local day laborers, and 2) the South Hayward Parish was the only applicant to have established written agreements with other local service providers. These agencies indicated a willingness to provide a variety of support services (in addition to the primary hiring hall services proposed by the South Hayward Parish) using non-City resources, including:

•,	English as a Second Language (ESL) Classes Medical Services	Hayward Adult School O St. Rose Hospital O Tiburcio Vasquez Health Center O Street Level Health Project
•,	Mental Health Services and Emergency Housing Funds Nutrition/Food Legal Services	La Familia Counseling Services South Hayward Parish Food Project Centro Legal de la Raza
•,	Case Management and Basic Needs Services (emergency food, clothes, translation services, etc.)	South Hayward Neighborhood Collaborative – Family Resource Center

While the intent of the RFP was to primarily fund a hiring hall program, these other services are often necessary and complement such a program. They will also serve as an incentive for the workers to utilize the hiring hall center.

For budgeting purposes, staff attempted to establish a funding level of no more than \$50,000. In discussing this level with South Hayward Parish representatives, staff was informed that this level of funding is insufficient if the program is to be a center-based operation. To remain within this limit, the Parish offered an alternative mode of service delivery that would be street-based in nature. Staff finds this to be contrary to the City's objective and would not recommend allocation of funds for this purpose.

The Parish represents that its budget proposal of approximately \$86,000 is the minimum amount necessary to provide the services identified within the RFP. If the Parish's proposal is funded, the hiring hall and ancillary services would be provided Monday through Friday, from 6:00 am to 12:30 pm.

Assuming the Council concurs that a street-based program is not acceptable, two options emerge. One is to fund a center-based at the level proposed by the South Hayward Parish. A second option is to not allocate any funds for this purpose, and instead to direct staff to continue to explore whether there are other means available to the City to address the issue of day workers congregating on public streets. Of these two options, staff would recommend the former over the latter.

Council will be presented with a formal recommendation regarding the award of a Day Worker Center services contract at its December 12, 2006 meeting. Immediately following, staff will execute the contract and begin working the contractor and Eden Youth and Family Center representatives in order to initiate the delivery of services as soon as possible.

Prepared by:

David Korth, Acting Neighborhood and

Economic Development Manager

Recommended by:

Susan J. Daladdung, Director of Community and Economic Development

Approved by:

Jesús Armas, City Manager

Exhibit A: Request for Proposals for the Operation of a Day Worker Center



for the Operation of a Day Worker Center

The City of Hayward seeks proposals for the operation of a Day Worker Center designed to provide primarily Spanish speaking low-income Hayward residents who seek work on a daily basis a safe alternative to congregating on the streets. The Day Worker Center is expected to be located at Eden Youth and Family Center, 680 Tennyson Road, in south Hayward.

In addition to offering job placement assistance, the nonprofit organization awarded the City's service contract will also be required to arrange for the provision of English as a Second Language (ESL) classes (for example: through partnerships with organizations such as the Hayward Adult School). Other support services may also be provided through partnerships that are supported through non-City funding including, but not limited to: GED preparation and other life-skills classes, health screening and treatment, immigration/citizenship assistance, case management services, information and referral services, etc. All services offered must be culturally and linguistically accessible to, and appropriate for, the persons to be served.

Minimum Qualifications: To be considered for this 12-month service contract applicant organizations must do the following:

- A. Show evidence that your organization qualifies as a public or private nonprofit organization under the laws of California, and has a Federal IRS Tax Exemption status either pending or approved; and
- B. Demonstrate the willingness and ability to satisfy all the provisions of the City of Hayward Social Services Agreement; and
- C. Demonstrate the ability to meet the City's Local Advisory Committee requirements; and
- D. Demonstrate the ability to deliver services no later than 60 days post contract award.

Evaluation Criteria: Submitted proposals will be evaluated and ranked according to the following:

		<u>Point Value</u>
1.	Experience	30
2.	Program design	20
	Project budget, including proposed cost to the City	20
4.	Organizational capacity and readiness	20
5.	Clarity of Proposal	10
	Total:	100

The City may, at its discretion, decide to interview the top rated candidates.

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777 B Street, Hayward, CA 94541-5007 Tel: 510/583-4250 Fax: 510/583-3650



Request for Proposals for the Operation of a Day Worker Center

Application Packet: Proposals must be printed on 8x10 pages using size 12 Times New Roman font (or similar size font used here). Applications must be bound in a 3-ring binder, and must include:

A. Cover Page, including: {Max. ½ page}

- 1. Name and location of applicant's administrative and local satellite offices (if any).
- 2. Primary Contact Person's name and information (including telephone, fax, and email address).
- 3. Signature of an Officer or authorized representative indicating approval of the submission of the application.

B. Proposal Details, including:

- 1. Evidence that all Minimum Qualifications are met (see above). {Max. 1/2 page}.
- 2. Experience, including the applicant's: a) level of familiarity with the needs of day workers, and other constituents impacted by day workers, that are particular to the Hayward community; and b) previous experience operating similar services. {Max. 2 pages}.
- 3. **Program Design**, including a description of the: a) menu of services to be offered; b) proposed hours of operation and rationale for stated hours; c) qualifications, experience and organizational affiliation of those who will deliver the proposed services; and d) plan for outreach and delivery of services. {Max. 4 pages}.
- 4. Project Budget/Cost to the City: {Max. 1 page, Excel format preferred}

Provide a balanced project budget that shows:

a. A listing of all Expense line-items. This must include: 1) Employee Salaries and benefits (the amount and portion of every position that will be charged to this project must be listed in "Full-Time Equivalent" (FTE) terms); 2) all Overhead costs including, but not limited to a) Ongoing expenses such as: rent, equipment rental, utilities, office supplies, insurance, postage, printing, etc.; and b) One-time expenses such as: purchased equipment (specify), furniture (specify), signage, etc.

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Request for Proposals for the Operation of a Day Worker Center

- b. A listing of *all* **Revenue** sources and amounts (including the amount requested from the City of Hayward) needed to balance the expenses listed above. The value of all "in-kind" contributions (from partnering agencies and other donors) must be included. A plan for sustainability beyond the first year should also be included.
- 5. Organizational Capacity and Readiness: Describe the plan for managing the day-to-day operations of the Center, including but not limited to: a) the number and function of each staff person that will be utilized to operate the Center; b) the maximum number of individuals that can be assisted during the contract period through each service listed; and c) the plan for tracking, evaluating and reporting the progress made during the contract period (attach sample tools and reports utilized by the agency for other similar services). In addition, provide a chart listing the steps needed for start-up showing the estimated timeline for when each step will be initiated and completed include the estimated date on which service will be started. {Max. 4 pages, including timeline chart}

Note: Applications will also be evaluated based on the degree to which they are: a) well organized; b) clearly written; and c) complete/responsive to the instructions provided above.

Submittal Requirements: One original and 2 copies of the proposal must be submitted by:

5pm (PST) - Monday, October 16, 2006

Proposals must be delivered to:

Hayward City Hall – Department of Community and Economic Development 777 B Street, Second Floor Hayward, California, 94541-5007

Questions regarding this notice should be directed to:

David Korth, Interim Neighborhood and Economic Development Manager david.korth@hayward-ca.gov

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